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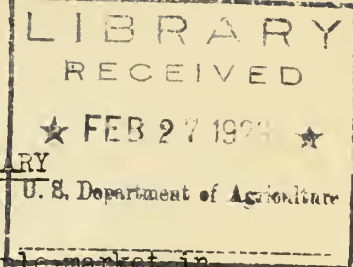
UNITED STATES DEPARTMENT OF AGRICULTURE
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FOREIGN NEWS ON APPLES

COMMENTS ON THE BRITISH APPLE MARKET IN JANUARY



Some of the outstanding features of the British apple market in January with special reference to the price situation in respect to certain varieties of American apples are given in the following report dated February 11 from Mr. Edwin Smith, Fruit Specialist in Europe, to the Foreign Service of the Bureau of Agricultural Economics.

Apple prices and influences

At this time of the year, and especially this year, there is a great range in prices of barreled apples. This is due to the fact that the great variation in storage facilities causes barreled apples to reach Europe in a wide range of condition. This is much more pronounced than in boxed apples, where the fruit more nearly meets a uniform standard at the time of packing and where storage conditions are more uniform than in the Eastern States.

New York and Virginia Ben Davis, Virginia Winesaps, Virginia Albemarle Pippin, New York Baldwin and New York Rhode Island Greening were the principal varieties arriving in Europe during the month of January. Albemarle Pippin had been coming forward more freely than is customary at this time of the year and had been selling at a wide range in price. The quantity of low-grade Albemarle Pippins offered at the various British auctions has unquestionably had an influence on the general standard of prices for this variety. So many No. 2 and unclassified Albemarle Pippin apples have been selling for prices ranging from 23/- to 30/- (\$5.60 to \$7.30) that it has been difficult for buyers to stretch the range up above 35/- (\$8.52) for fruit that arrived with first-class appearance. The arrivals of Albemarle Pippin may have had some influence upon prices of Oregon Newtowns.

In boxed apples, British demand continues to be centered in red apples, though no extremely high prices have been paid. Considering the small quantities of red boxed apples on the British markets during the month of January, it is surprising that prices did not go to a higher point. At the present time direct shipments of Washington Winesaps through the port of New York are arriving and prices in London have been easing off. Direct purchases are not made to the same extent in the North of England, so that auction prices have continued strong at Liverpool for any good red varieties.

An unusual situation prevails with respect to boxed winesaps in the British markets. For six weeks supplies have been light and prices have been comparatively high. This situation has come about through the fact that Washington shippers are reluctant to consign supplies to British markets. This reluctance comes through the facts that Continental orders for small sizes have been plentiful and that unsatisfactory results followed from consignments of Jonathans earlier in the season and from consignments of Winesaps in some past seasons. The British trade, looking at production and storage statistics of 1928, early came to the conclusion that there would be a generous supply of American apples consigned to British markets and reasoned that 1928 would be a poor year for making purchases in the United States.

A list of Newtown prices at Liverpool (Extra Fancy, size 150-175) during recent weeks is shown below:

January	3rd	12/-	(\$2.92)
"	10th	11/6 - 12/-	(\$2.80 - \$2.92)
"	17th	12/- - 13/6	(\$2.92 - \$3.28)
"	24th	11/6 - 12/9	(\$2.80 - \$3.10)
"	31st	12/- - 13/-	(\$2.92 - \$3.16)
February	6th	12/9	(\$3.10)

The prices on January 17th did not truly reflect the state of the market, since supplies during that week were not excessively heavy and brokers withdrew fruit from sale in order to secure prices which they thought were justified. Only small quantities were sold at the prices stated and the balance was carried over to the following week and sold for the lower prices, which are much more representative of Newtown prices for the past six weeks.

There is a general complaint throughout the British trade that the demand for Newtowns has not been so brisk as it should be. Apparently the consumption is not great enough to cause retailers to bid up for this variety and wholesale merchants state that, when the price of 12/- (\$2.92) is reached, buying commences to slow up. It is very difficult to account for the situation as it certainly cannot be attributed to large quantities of competing red apples, nor to the poor condition of the Newtowns. During the month of January Newtowns were more prominently displayed on the retail stands than any other variety and they certainly made a very attractive appearance.

Influence of citrus fruit on the apple market

Orange prices continue to be on a high level and, owing to smaller supplies from Spain and Jaffa, prices have been strengthening recently.

With the smaller quantities of grapefruit arriving, its prices have also been going up, so that the range now is between 15/- and 20/- (\$3.65 and \$4.87) per box. It is probably a fact that the widespread attacks of influenza throughout Great Britain (and on the Continent as well) have increased the demand for citrus fruits at the expense of apples.

Scald and shredded oiled paper

Although very limited shipments of Virginia York Imperials are now arriving in European markets, the few which do come over are showing a very marked influence on the scald prevention where the barreled apples have been packed with shredded oiled paper. Last week I was in a Covent Garden house where two lots of York Imperials were on display for sale. The lot without shredded oiled paper had unquestionably shown as good, or better, color and appearance at the time of packing than the lot packed with shredded oiled paper, but the slight development of scald in the lot without paper caused buyers to be so fearful of it that the merchant was finding a slow sale at 26/- (\$6.33) per barrel as against a ready sale for the fruit packed in the shredded oiled paper at 30/- (\$7.30).

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